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analyze advertisement response

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## Patents

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### Method and apparatus for analyzing data and advertising optimization

US Pat. 6286005 - Filed Mar 11, 1998 - Cannon Holdings, L.L.C.

... to assign advertising **response** values to various selected alternatives. ..."space" boundaries for a given **advertisement** or group of advertisements, ...

### Method of collecting **response** data from direct mail advertising

US Pat. 4752675 - Filed Dec 23, 1985

Advertising of this kind is referred to as "direct **response**" advertising. ...Pursuant to the method of this invention, the **advertisement** sent to each ...

### Targeting advertising in a home retail banking delivery service

US Pat. 5870724 - Filed Jun 6, 1995 - Online Resources &amp; Communications Corporation

A timed **advertisement** or message is then typically transmitted to the terminal... If he responds positively, that **response** indicating customer interest is ...

### Method for measuring the effectiveness of stimuli on decisions of shoppers

US Pat. 5227874 - Filed Oct 15, 1991

As newspaper **advertisement**. By avoiding the fuzziness an example, ... quency bysaid radio station to the dispenser or **response** The method permits a sharply ...

### Method and apparatus for determining behavioral profile of a computer user ...

US Pat. 5848396 - Filed Apr 26, 1996 - Freedom of Information, Inc.

In **response**, program 31 creates a new Ad Package Object 33fc and links it to ...This **advertisement** package becomes available as soon as the sponsor-user ...

### Computer program apparatus for determining behavioral profile of a computer user

US Pat. 5991735 - Filed Aug 11, 1998 - Be Free, Inc.

In **response** to the sponsor's 33 request for (ie, selection of) a particular ...This **advertisement** package becomes available as soon as the sponsor-user has ...

### Method and system for remote delivery of retail banking services

US Pat. 5220501 - Filed Dec 8, 1989 - Online Resources, Ltd.

If a link is not established, the **advertisement** directed to all users having an... check- 55 mation in **response** to such received targeted ads, cen- ing, ...

### On-line advertising system and its method

US Pat. 5937390 - Filed Jun 28, 1996 - Fujitsu Limited

An on-line advertising system for use in an information processing system connected

to a network and providing an **advertisement** on-line in **response** to an ...

### Method and apparatus for tracking client interaction with a network resource and creating client ...

US Pat. 5796952 - Filed Mar 21, 1997 - Dot Com Development, Inc.

... used by network administrators or servers to **analyze** the effectiveness of the

resources ... or may be sent in **response** to a predetermined user action. ...

System and method for optimal adaptive matching of users to most relevant entity and information ...

US Pat. 6134532 - Filed Nov 14, 1997 - Aptex Software, Inc.

However, existing banner advertising selection techniques fail to **analyze** this behavior when selecting an **advertisement**. These search services provide an ...



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